

**THE FIRST ISSUE**

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Page 1

- **About this publication - Public policy and tobacco - A question of balance**  
Inspired by January initial draft document, this piece will explain the "signature" and the necessity to counter misrepresentations and hysteria produced by the anti smoking lobby.
- **Tobacco in Canada - What the numbers really say...**  
Shipments year to date and Stats. Can survey on consumption. Have numbers risen because of tax rollback or international phenomenon of increase in consumption. (written by the Editor).  
• Graph illustrating return to legal market
- **Index**  
• The hidden cost of plain packaging;  
• Second hand smoke - the facts and myths;  
• No sales to minors - a new campaign;  
• An introduction to our Editor.

Page 2 and on

- **Proponents of plain packaging are overlooking powerful arguments to the contrary**
- **Watson executive summary**
- **International Chamber of Commerce warns Canadian Government**
- **About CTMC**  
(Recurring box)

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- **Just how bad is second hand smoke**

*As Nova Scotia moves toward enacting strict legislation regarding Environmental Tobacco Smoke, the same issue is been debated in other jurisdictions. What follows is an excerpt from the May 16, 1994 edition of the National Review, a U.S. publication. Author Jacob Sullum is managing Editor of Reason magazine.*

- **Jacob Sullum - just how bad is second hand smoke;**
- **The Washington Times "Smoke and Mirrors" editorial;**

**Last page**

- **Meet the Editor**

*Paul Paiango explains why, as a non smoking journalist, he agreed to undertake the task of Editor;  
... Accompanied by an picture*

- **Quotable quotes box**

*A recurring Quotable quotes box. A famous quote from a representative of the anti tobacco lobby, so outrageous that they speak for themselves;*

- **About Internet**

*Monitoring and corresponding through Internet*

- **On your own**

*Current reading materials - books and magazines where the other side of the argument is illustrated or discussed:*

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